



CALPEEK

CALIFORNIA POLITICAL WEEK

P.O. BOX 1468, BEVERLY HILLS, CA 90213 (310) 659-0205
Dick Rosengarten, Publisher

VOL. XVI
No. 44

NOV. 21, 1994

GOP POTOMAC FEVER: 1996 WHITE HOUSE RUN.

Editor's note: It's been a long time since CALPEEK has covered presidential politics, but we're going to cover the 1996 Presidential election -- from a Calif. perspective. Here's our first report & analysis...

...It's the middle of November, a week after the historic GOP wins of Nov. 8 in the mid-term elections, and already two GOP U.S. Senators have announced that they are formally testing the political waters for a 1996 presidential run. The two are Arlen Specter(PA) and Phil Gramm(TX)...

...Why so early? Because the presidential primaries are even more *front loaded* than in the past -- meaning that *just after the Iowa Caucus* and the *New Hampshire* primary there are several big State primaries. Calif. & New York have scheduled votes in *early March*. Both NY & CA are *expensive media states*, meaning that presidential candidates need to collect those huge war-chests *early* because they won't have time after New Hampshire. Everything has to be in the bank before then. At least that's the new thinking for 1996. How big a warchest? One sources say \$20-25 million...

...In addition to Gramm and Specter, the GOP long list includes Bob Dole, Dan Quayle, Jack Kemp, Pat Buchanan, former Gov. Lamar Alexander, Dick Cheney, former Sec. of State James Baker, MA Gov. Bill Weld, Pete Wilson, So. Carolina Gov. Carroll Campbell and former Labor Sec. Lynn Martin...

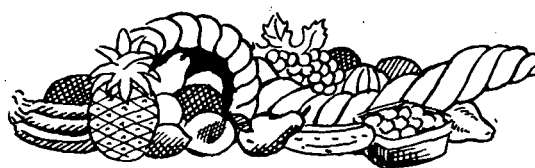
...An Oct. 14-18 NBC/Wall Street Journal poll mirrors what most of the private polls are showing: Dole 30%, Quayle 23%, Kemp 17%, Cheney 12%, Gramm 3%, Buchanan 3%, Alexander 2% and not sure 10%. Specter doesn't even show up on this poll...

...FYI: In Calif., consultant Sal Russo is a key point

man for Kemp and his Campaign for a New Agenda PAC. Consultant Brian Lungren is Dole's point man in Calif., while Kim Walsh in L.A. has been assisting Quayle. P.S. If by Dec. 15th Cheney decides to run, sources say veteran GOP campaign consultant Stu Spencer will have a key national role in his campaign. Stay tuned...

A THANKSGIVING VACATION BREAK FOR CALPEEK.

We'll be off next week for Thanksgiving, but resume work on Nov. 28th for CALPEEK's final issue of the year, which will be mailed on Dec. 1st (and dated Dec. 4). Here's wishing all CALPEEK readers a very happy Thanksgiving Holiday.



CAMPAIGN 1994: CALPEEK's WINNERS & LOSERS.

Editor's note: For what it's worth, here is one of your favorite CALPEEK columns: *winners & losers* from the Nov. 8th general election. Now sit back and enjoy, weep or scream...

● **Best Overall Campaign Award** - To Gov. Pete Wilson's reelection team, headed by consultant George Gorton. Wilson's election effort also ranks as one of the best campaigns of all time -- especially when you consider where he came from in the polls...

● **Biggest Overall Winners** - Speaker-elect Newt Gingrich(R) and GOP Senatorial Campaign Cmt. Chair Phil Gramm(R). They didn't lose any incumbents and they won control of both houses of congress. Runner up: GOP Assembly Leader Jim Brulte...

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● **Perfect Night Award** - To Calif. consultants Steve Presson (9-0) and Campaign Strategies (Tom Shepard) who went 6-0 and was also involved in 3 other winning campaigns. Cavalier & Assoc. were 3-0 on ballot props (YES on 184 & NO on A/B in Sacto). Winning Results also had a perfect 3-0 night...

● **Longest Night Award** - To President Bill Clinton, the Demo Congressional Campaign Cmt. and the Demo Senatorial Campaign Cmt. Runner up: Calif. Assembly Speaker Willie Brown...

● **Ambush Award** - To GOP Assembly Leader Jim Brulte and consultant Wayne Johnson. Surprise Demo ambush target: Margaret Snyder of Modesto...

● **Philip Morris' Revenge** - The big tobacco firm may have lost Prop. 188, but they gave GOP Assembly candidate Steve Kuykendall \$125,000 in late money --- money which helped Kuykendall upset Demo Betty Karnette of Long Beach, thus causing the Demos to perhaps lose control of the Assembly for the 1st time since 1968...

● **The Energizer Bunny Award** - He just keeps on winning --- George Brown Jr. (D-Colton)...

● **Titular Leader of CA Demos** - Believe it or not, it's Lt. Gov.-elect Gray Davis, who got more votes than any other Demo running statewide...

● **Luckiest Campaign Award** - To U.S. Sen. Dianne Feinstein's reelection team headed by Kam Kuwata and media consultant Bill Carrick. Had it not been for Huffington's problem with *nannygate*, DiFi might not have made it. Runner up: Senate Demo Leader Bill Lockyer, who only lost 1 seat in a GOP landslide year and is still the President Pro Tem...

● **Big Bark, No Bite Award** - To Hispanics, who represent 25% of Calif.'s population, but just don't vote...

● **Never Had a Chance Award** - State Sen. Cathie Wright, the GOP nominee for Lt. Governor. Runner up: 11th C.D. candidate Randy Perry (D)...

● **Best Non-Negative Media Award** - To consultant Wayne Johnson for his "Angus McClintock" tv &

radio ads for Tom McClintock. In an ocean of negative ads, these spots were great. Runner up: consultant Richie Ross for his cable TV nostalgia ad for Sen. Ralph Dills, with Dills doing the voice over...

● **Most Disappointed Candidate** - 24th C.D. GOP candidate Rich Sybert. At a time when Republican candidates were blowing Demo incumbents away with little trouble, Sybert lost to U.S. Rep. Tony Beilenson...

● **Democratic Disaster Award** - To Kathleen Brown. She damn near sank the entire Demo Party ticket and some blame her poor performance for costing the Demos control of the State Assembly. When pundits refer to the Browns in the future (Pat, Jerry & Kathleen), it will be: *the good, the bad and the pathetic*...

● **The Big Inside Loser Award** - To Demo insider Bill Wardlaw, who was a senior adviser to Kathleen Brown. He wanted to be a "queen-maker," but it just didn't work out. He also gets *credit* for bringing in consultant Clint Reilly...

● **The Consultant Other Consultants Love to Hate Award** - Need you ask. Stay tuned...

FULL METAL JACKET: GUNS & THE 1994 ELECTION.

Editor's note: The just completed Nov. 8th mid-term election had a mixed message for the pro & anti gun control advocates. Here is CALPEEK's update & analysis...

...If the NRA had succeeded in defeating U.S. Sen. Dianne Feinstein (D), who authored the assault weapon ban in the crime bill, they could have claimed a major victory. It didn't happen, but the gun lobby had some major wins, especially in the State Assembly. Their top targets, Demo Assembly members Bob Epple and Julie Bornstein, were both defeated. On the other hand, the NRA & Gunowners of CA found themselves at odds with the American Shooting Sports Council (which represents the firearms industry) in two key State Senate races. ASSC supported winning Demos Jim Costa and Steve Peace...

...So how will this impact 1995 gun legislation? Insiders say that enacting additional major gun control in the next session will be *difficult*. But since most of the

major controls are already law, the only thing which might surface would be bills to roll back what's already on the books. Could the gun lobby succeed here? Doubtful, given the new makeup, especially since there are some new moderates in the GOP Caucus...

...But there is one area where there might be movement: issuance of pistol carry permits (concealed weapons permits). Sources say such a bill would have to be based on SB 1717 of last session, authored by Sen. Bill Leonard (R-Upland). The Leonard bill was viewed as a responsible reform bill that had key Demo support, but died because of law enforcement opposition. However, some sources think it will be back in the new session and could make it to Gov. Wilson's desk. Whether Wilson would sign it is another question. Stay tuned...

CALIF. INITIATIVE SCHEDULE: DEADLINE DATES

Editor's note: The following is a list of all the initiatives that are currently in circulation and the deadlines for submitting petitions for verification of signatures. Constitutional amendments(C/A) require 615,958 valid signatures, while statutes(S) need 384,974 signatures.

<u>Title (abbreviated)</u>	<u>Statute or C/A</u>	<u>Due Date</u>
State Income Tax - Minimum	C/A	11/28/94
Statewide Elections	C/A	12/8/94
Amend U.S. Constitution	S	12/23/94
School Vouchers	C/A	3/16/95

...The newest initiative in circulation is another school voucher plan. This one is titled, "Education. Public Schools -- Administration Reform. Vouchers." The proponent is Ernest F. Scherer Jr. of San Ramon (510) 833-2571. This initiative would do away with all county school superintendents, the State Superintendent of Public Instruction (Delaine Eastin) and would kill the Commission on Teacher Certification. The measure would authorize local elections to convert all public schools into "independent schools," would allow religious schools to get public money and would provide a state-funded voucher to students for private or religious schools. Scherer has until Mar. 16, 1995 to collect the required signatures for this constitutional amendment...

...FYI: Remember, two(2) initiatives have already qualified for the March 1996 primary ballot: Open Primary and the Mobilehome Rent Control initiative. Stay tuned...

CALPEEK'S ETCETERA: POLITICAL SHORT TAKES

Editor's note: Here are a few political items left over from the election worth noting...

● **Will Moorhead Get the Shaft?** - U.S. Rep. Carlos Moorhead is the ranking Republican on the key House Energy & Commerce Cmt., but sources in Speaker-to-be Newt Gingrich's office say Moorhead might not get the chairmanship because he's "too good-natured." As a Pasadena Star-News editorial noted, "...If everyone is a bomb-thrower in the style of Bob Dornan, nothing will get done." The CA GOP delegation should stand up for Moorhead. U.S. Rep. David Dreier may also be in line for a chairmanship --- House Rules. And U.S. Rep. Bill Thomas is the ranking GOP member on the House Admin. Cmt. Demos who lose committee chairs include Ron Dellums(Armed Services), Norm Mineta (Public Works), George Miller(Natural Resources) and George Brown(Science & Space). Demos also lose 6 subcommittee chairs (Lantos, Beilenson, Condit, Berman, Martinez & Waxman). Sources say Waxman had 22 staffers on his subcmt. on Health & Environment (part of the Energy & Commerce Cmt.)...

● **How Brulte Ambushed Snyder** - Two weeks before the election, conservative assembly candidate George House had little money and almost no chance to beat Demo Assemblywoman Margaret Snyder of Modesto. Then came that phone call from GOP Assembly Leader Jim Brulte telling House to phone GOP consultant Wayne Johnson in Sacto. "Do exactly as Wayne says," Brulte told House. Johnson's instructions over the phone to House: repeat the following phrase, "Paid for by..." Within 24 hours House started hearing radio ads and guess whose voice he heard at the end doing the disclaimer. All in all, Brulte pumped in about \$150,000 in radio and mail. House won 55% to 43% --- and Snyder was no lib. She had the NRA endorsement...

● **Special Elections** - There are two special elections in the works for early next year. With Marian Bergeson's departure from the 35th S.D., there will be uncivil war in Orange Co. as former Assemblyman Gil Ferguson of Newport Beach battles with current Assembly members Ross Johnson of Fullerton and Doris Allen of Cypress. And in the San Gabriel Valley, look for a GOP battle to replace Richard Mountjoy(R) in the 59th A.D. Running for sure is Duarte Councilwoman Ginny

Joyce. Mentioned as possibles are former Assemblyman Bill Lancaster, Arcadia Councilman Bob Margett, former Glendora Councilman Bob Kuhn and current Glendora Councilwoman Lois Shade. Both the 35th S.D. and the 59th A.D. are heavy GOP areas, meaning Demos need not apply. FYI: there may also be a special election in San Diego to replace Brian Bilbray on the County Board of Supes. The board can either appoint or hold a special...

- **Dana to Retire** - Veteran L.A. Co. Sup. Deane Dana, who in 1992 survived a very tough campaign from Gordana Swanson, has decided not to seek re-election in 1996. Dana's chief deputy for all these many years, Don Knabe, is automatically considered one of the frontrunners...

- **Why Torres Lost** - Political consultants are pretty much in agreement as to why Demo State Sen. Art Torres lost his bid to become Insurance Commissioner, and thus become the first Hispanic to be elected to a Statewide office in modern times. Reason: voter backlash against Hispanic surnamed politicians who opposed Prop. 187. Put another way: *racism*. True, Torres was outspent by IC-elect Chuck Quackenbush, but he had most of the newspaper endorsements, was ahead in the polls and Quackenbush was hit hard by the news media for taking tons of insurance company money. And there seems to be agreement that 187 also cost 28th A.D. Demo candidate Lilly Cervantes her election as well. GOP sources said that when voters were made aware of her opposition to 187, there was a huge turnaround in support --- as much as 20 points...

- **Hispanics Don't Vote/Part II** - Voter turnout Statewide was 58.2%. Here are the numbers for Assembly Districts represented by Hispanic lawmakers in the L.A. area. 45th A.D. - 43.8% (Villaraigosa); 46th A.D. - 34.51% (Caldera); 49th A.D. - 44.7% (Martinez); 50th A.D. - 43.2% (Escutia); 58th A.D. - 47.2% (Napolitano). Stay tuned...

L.A. CITY ATTORNEY HAHN TO DISCUSS PROP. 187.
L.A. City Attorney James Hahn will discuss the impact of Prop. 187 on the City of Los Angeles when he addresses Women In Public Affairs(WIPA), 11:30 a.m. reception, 12 noon lunch, Dec. 8, Hotel Inter-Continental. For info & RSVPs, call Leila Campos at (213)276-7206...

DA GARCETTI TO ADDRESS L.A. PA GROUP DEC. 1st.
L.A. County DA Gil Garcetti will address the L.A. Public Affairs Officers Assn., 11:30 a.m. to 1:30 p.m., Dec. 1, Hotel Inter-Continental, downtown L.A. Garcetti's speech is titled, "Being L.A.'s District Attorney or How to Make Two Years Feel Like Twenty-Two." For info or RSVPs, call Karen Legier at (213)486-1931...

LEXINGTON GROUP HOSTS POST ELECTION TALK.
The Lexington Group and the UCLA CIR Leadership Circle will host a post election lunch with panelists Bill Carrick, Darryl Sragow, Larry Thomas and L.A. Times columnist George Skelton, 12 noon to 1:45 p.m., Nov. 29, Jade West Restaurant, L.A. Free for Lexington Club members, \$20 for guests. For info call Paulette Surjue-Lindo (310)312-4000, ext. 634...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.
Editor's note: Here are some items to mark down in your notebook...

- Allred, Maroko & Goldberg move their law office. on Dec. 6th to 6300 Wilshire Blvd., Ste. 1500, L.A. 90048. (213)653-6530...

- Clark Davis, Fred Lyte & Richard Wirth have formed Davis, Lyte & Wirth, a governmental relations firm, at 624 S. Grand Ave., Ste. 1205, L.A. 90017. Phone (213)623-5125...

CALPEEK'S MARKETPLACE NETWORK

- **Democratic consulting firm**, Santa Monica, has two jobs available for progressive young people with campaign experience in press or bookkeeping. Third, entry level position for college grad with writing and verbal skills. FAX resume: Zimmerman & Markman (310)451-7494...

CALPEEK's Marketplace Network is a listing of employer and employee availabilities for those engaged in campaign consulting, public affairs, public relations, government relations and legislative advocacy. The cost for each listing is \$25 for up to 40 words. Add \$5 for each additional 10 words. Send ad copy with payment to CALPEEK's Marketplace Network, P.O. Box 1468, Beverly Hills, CA 90213. For info (310)659-0205...